Pink chevy symbol

You may have heard the legend of how Chevrolet's co-founder Billy Durant came up with its famous bowtie logo when he saw the design on wallpaper in a Paris hotel. The problem is the legend isn't true. Here's the real story. William C. Durant, the co-founder of Chevrolet, loved to develop logos for his products. And for years, the story of the Chevrolet bow tie emblem was consistent. The distinctive trademark has appeared billions of times on products, advertisings and sales literature as the mark of dependability, economy and quality in motor transportation. It originated in Durant's imagination when, as a world traveler in , he saw the pattern marching off into infinity as a design on wallpaper in a French hotel. He tore off a piece of the wallpaper and kept it to show friends with the thought that it would make a good nameplate for a car. Billy Durant's widow, Catherine, however, claims that's not actually how he came up with the Chevy logo. According to Mrs. Durant â€" in an interview by Lawrence R. Gustin, who interviewed her for his book "Billy Durant," in â€" the bowtie emblem was first seen by her husband in an illustrated Virginia newspaper, while they vacationed in Hot Springs, Virginia around Given that there were two competing explanations for the bowtie, it seemed that finding proof of one over the other would be nigh impossible. That is until Chevrolet historian Ken Kaufmann came across the key that unlocked the truth. Kaufmann, while reading old issues of the Atlanta, Georgia-based The Constitution from to , came across an ad for Coalettes brand coal. The date of the ad? November 12th, â€" nine days after Durant incorporated the Chevrolet Motor Company. Notice some of the similarities between the Coalettes and Durant designed Chevrolet Bowtie! Both emblems had a dark background with white boarders and white letters. The main difference was the Coalettes letters were slanted and used a stylistic type face, while Durant used a more formal Roman type face and squared off the center bow, three letters wide. It looks like the reason the Southern Compressed Coal Co. Therefore, the coined word Coalettes means "Little Coals. Good to know. Looking at the picture again. Is that the tolerable amount of Orange Peel in a paint job these days, or is the camera screwing up the metallic flake? The Fords growing up always had pretty clean paint, apart from the 'Anti-chip' at the bottom of the panel for the 98 ZX2, the paint was smooth. Is this from the new 'Less-toxic-than-the-old-super-toxic' formula paint process? I think if I bought a new car and it had this kind of peel going I would wet sand the whole thing with a super crazy fine paper and see if I could be happy with it. The A. Ray Wert. Share This Story. Get our newsletter Subscribe. PotbellyJoe and 42 others. My girlfriend is getting a Chevy Cobalt and wants the Chevy sign to be black in the gold part with a pink outline where the silver is. I need the steps on how to take it off and what paints to use that can withstand the weather like hail, rain, bugs, etc If you have the answer please help. Thank you! How it should be why. I would save all the money I could for that car,go check out the government recall website for recalls on that model,should only take about 4 days to read. Also, use masking tape or painters tape to do the details on the logo. You don't have to actually remove the logo if you are painting it. Trending News. For Tiger Woods, golf is secondary at this point. FOMO trend is fueling a homebuying surge. Poll: Partisan divide over vaccine acceptance grows. Official on Woods: He's 'very fortunate' to be alive. State tax changes could mean bigger refunds for some. Mars rover's giant parachute carried secret message. Samsung's Galaxy Watch 3 down to all-time-low price. 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Daytona car at Daytona.. Partial view of Daytona International.. Panoramic view of Daytona International.. Panoramic view of Chevrolet.. July 18, Daytona car at Daytona International.. Top view of gate sign and palm.. Top view of Chevrolet Gate.. Top view of Daytona Beach sign. Daytona International Speedway.. Chevrolet Gate Tower at Daytona.. GMCH is a supplier.. July 19, Top view of Gate sign at Daytona.. Top view of Speedway letters.. Top view of Daytona International.. Colorful motorcycle race image.. September 18, Colorful car race image at.. Top view of Ticktets sign at.. Top view of Toyota gate at.. Top view of Chevrolet gate.. Dale Earnhardt statue at Daytona.. Next Page. About RF. Become an Affiliate. Promo Code. Privacy Policy. Terms of Use. Cookie Policy - RF. Need help? Contact your dedicated Account Manager. Connect with Us. All rights reserved. About 20 results for pink chevrolet bowtie emblem. Chevrolet car emblem. ABS plastic chromed Head emblem: mm Rear emblem:

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Results per page: Car emblem, car label,car badge,wheel cap emblem,ABS label,chromed label Car emblem, car logo,car sticker,car label,car badge,wheel cap emblem,ABS label,chromed label,welcome for your logo and design. More pink chevrolet bowtie emblem:. All Rights Reserved. Crystal Mustang Horse Emblem, front or trunk. Whats your color? Bling Your Lexus Emblems. Select Your set! Whats Your Color? Bedazzle Your Mercedes emblems with Swarovski Crystals! Select Your Set. Swarovski Crystal Honda H Emblem! Black, Pink, Gold, any color! Whats your colors? Bling Your Car! Whats Your Colors? Whats Your Car? Most models. Whats Your Crystal Color? Whats Your Color, or design? What's Your Color? What your color? Custom item - Hyundai Genesis emblem. Customize Chevy Traverse Emblems. Select Your Color. What Your Color? Custom item -Toyota grill with emblem. Custom item - Radio Nabs set of 2. Select Your Crystal Set. Custom item - S-line emblem for Audi. Bedazzled with Swarovski Crystals. Suburban's Z71 letters set of 2. Corvette Letters Crystallized with Swarovski Crystals. Corvette Flag emblem Partially Iced Out. Select Your Set! Bling Forgiato "F" Emblem Letter. What Your Design? ICY Couture Suburban letters. Custom item - Maserati grill frame. Select your color. Bling Your Car Letters! Crystal Pink, Gold, Black - any color! Bling Your Car's Side Mirror! Crystal GT Mustang emblems custom made. Crystal Mitsubishi emblems! Choose your emblem. Bling your car emblems! Mercedes G Series Swarovski crystal emblems. Swarovski Crystal Honda Element letters emblem. Set of large V8 - made with Swarovski crystals door emblems for Nissan Armada. Land Rover Emblems for Range Rover. Bling Bentley B with Swarovski Crystals. Pink, Black - Any color! Cadillac Escalade letters with Swarovski Crystals. Pair of BMW 3. Whats your car? If you want second emblem, come back to that page again, select your options and add that emblem to the cart as well. You can either send your own emblems to us, or request us to order new from a dealership. If you need new parts, in your order please provide 1. Year, 2. Model, 3. VIN of your car so dealership could look up your car and send us correct size emblems. Click on photo of your emblem in our gallery, select desired options for one emblem at a time to add it to the cart to get correct quote for your custom selections. Icy Couture auto bling can even withstanding the most punishing of car washes! Top Sellers. Select Brand. Select Your Set. Select your set. Color used here: Rose. Write a Review. Add to Wish List. Add to Gift Registry. Email a friend. Select Your Set Part Number: Choose Options and Quantity. Emblems to Bling, Will you send your emblems in? Year, 2. Model, 3. Crystal Color. For 2 emblems please add each item separately:. Its not a gift. Charity Fundraising event. Quantity Add to Cart. You can either send your own emblems to us, or request us to order new for you from dealership. In that case we'll need you to provide year, model, VIN of your car so dealership could send us correct size emblems. Select options for one emblem at a time to add it to the cart and get correct quote for desired selections. Select your set and crystal color. We bling ALL cars. What your color? What Your Design? Bedazzled with Swarovski Crystals. Suburban's Z71 letters set of 2. ICY Couture Suburban letters. Just wanted to say thanks again for my jet hematite chevy emblem, it makes me smile every time I see it sparkling in the sun. If anyone is skeptical of how great a job you do, please feel free to share my experience. From the cold north of Canada, thanks a million! Did you find this helpful? Pink Emblem crystals for Camaro. I just wanted to say that the pink chevy emblems for my camaro are amazing!!! My Camaro looks so hot. Saying they turn heads would be an understatement. I am the envy of all that I encounter. I get so many compliments daily and have been told by many females that I have their dream car with the pink crystals all over it! Thank you for making my new camaro sparkle for all to see. I will definitely be a returning customer and will refer your business to all that ask. Thank you! I absolutely love my fuchsia bowtie it looks amazing on my pearl white chevy I absolutely love it! I get asked about it all the time LOVE my crystal Chevy emblem. My silver Chevy Silverado is de-badged so the only emblem on there is the Chevy emblem on the grill and now it looks amazing with the crystals and I now have a classy looking truck! Great job! I absolutely love this on my 1 ton dually, it makes my truck stand out and is truly beautiful. They look fantastic the bling just looks so good in the daylight and when car lights are on them at night I love them so far! I got my emblem the other day. It looks fantastic, thank you so much. I had my husband put it on my truck; which used to

be his truck; and his response was, Oh my god, it twinkles. Yes, yes it does! Thanks again! Recently Viewed Items. Top Sellers. Crystal Bling Stethoscope with Swarovski Crystals. Whats Your Color? Select Brand. The Chevrolet Bel Air began in with this sporty version of the standard Chevy. See more pictures of classic cars. Redesigning the Chevrolet Special and Deluxe was a costly undertaking, so its major revamping had to last a few years to pay off. The Chevrolet Styleline Deluxe sport coupe changed little from models. Following up on a hugely successful , Chevrolets showed only mild styling changes, led by a touched-up grille. Not that it mattered. Shoppers still clamored for new cars, and Chevrolet ended the year with record sales -- nearly 1. As one ad noted, "Chevrolet has the whole town talking. In theory, the torque converter's variable ratios would meet all driving needs. Besides, cars with Powerglide carried a stronger horsepower and larger Despite those extra horses, Powerglide sopped up lots of engine power, and automatic-equipped cars took off at a decidedly leisurely pace, slowed further by an EconoMISER rear-axle ratio. On the other hand, they ran quieter, avoiding the annoying tappet clatter that Chevrolet owners endured for years. Manual-shift cars kept the smaller solid-lifter engine, boosted from 90 to 92 horsepower. The Chevrolet Styleline DeLuxe convertible sold as well as the model. The pillared Chevrolet Bel Air was promoted for elegance over sportiness. A Bel Air, advised the sales brochure, was "open to the summer breeze" yet "snug against the wintry wind," with "the coziness and permanence of an all-steel top. Chevrolet offered just one hardtop in the Styleline DeLuxe series , versus four versions of Pontiac's similar Catalina, but far more Bel Airs went to customers -- 76, in all. From the beltline down, a Bel Air looked exactly like other Stylelines. Convertible-type frame reinforcements made up for some loss of structural rigidity due to the lack of B-pillars. Rather than the usual broadcloth, upholstery was leather and pile-cord fabric. Bright metal headliner bows helped give the feel of a real ragtop, while rolling down the windows delivered an airy, jaunty experience. Before long, hardtops would overtake convertibles in the sales race. The interior of the Chevrolet Bel Air continued the outward trend of two-toning. The Chevrolet Fleetline Deluxe sedan was stylish but felt outdated to buyers. DeLuxe models wore neat fender skirts, accentuating the clean body lines. They also displayed such extras as stainless steel moldings on front fenders and doors, and a hour wind-up clock inside. Of course, any Chevrolet could be dressed up with an outside sun shade, bumper wing tips, or a grille guard -- and many were. Within the new curved "Safety-Sight" instrument panel, gauges were grouped in two circular clusters with non-glare lighting. Control knobs sat below in a recessed panel. Also on the safety side, "Jumbo-Drum" brakes demanded as much as percent less pedal pressure and were promoted as the largest in the low-priced field. Chevrolet started the season with 14 models in two body styles -- notchback Styleline or fastback Fleetline -- again in either Special or DeLuxe trim. Most Fleetline fastbacks left the lineup at midyear, leaving only the two-door DeLuxe. Americans no longer were drawn to slantback body shapes, which many believed to be old-fashioned. Bel Air production rose sharply, to , cars, despite the fact that both Ford and Plymouth added hardtop body styles this year. More than 43 percent of DeLuxe Chevrolets came with Powerglide. Obviously, customers weren't worried about its reputation for slippage and slowness. Claims of "smooth flow of power from zero to cruising speed" were accurate enough, but promises of "sensational 'hillability'" and "flashing acceleration" didn't quite measure up in the real world. Sales dipped slightly from record-breaking , to below 1. The Chevrolet Styleline DeLuxe drop-top epitomized the era's long-deck look. The Chevrolet Bel Air hardtop was praised as reliable and reasonably priced. Ads insisted that the Chevrolet Styleline and Fleetline models were "more beautiful than ever," but at a glance, little difference was discernible between and Chevrolets. Wider parking lights stood at the ends of a touched-up grille, which featured a row of "teeth" along the formerly smooth bar. Mechanically, too, the cars carried on as before: a horsepower. As before, the bigger engine had hydraulic lifters, while stick-shift drivers endured the familiar clatter of solid tappets. A Fleetline two-door fastback remained on sale, but for the last time, and only in DeLuxe trim. Otherwise, the lineup was a duplicate of four Styleline Special body styles and a half-dozen Styleline DeLuxes. Powerglide remained available only on DeLuxe models, whose freshened interiors harmonized with body colors. Reacting to the Korean conflict, civilian automobile production was cut this year, causing all automakers to post considerably smaller totals. Even with only , cars built, Chevrolet again scored well ahead of Ford, with Plymouth and Buick trailing far behind. Edward N. Cole replaced Edward H. Kelley as head of engineering -- a portent of major mechanical changes in the works. Structurally, the cars largely carried on the design, but new squared-off, rounded-edge bodies provided a rather different look. They also served as an evolutionary link to the forthcoming mid-Fifties shape. Among other changes, a one-piece curved windshield replaced the prior twin-pane setup. Totally fresh front-end styling, Chevrolet insisted, "accentuates the appearance of power and fleetness. Trunk openings were larger, and shoulder

room greater, so each model could hold "six big people without crowding. Two-Tens could look nearly as sharp as Bel Airs, especially when two-toned, while the One-Fifty series exhibited a bargain-basement demeanor -- right down to its bare rubber windshield moldings and virtual lack of body trim. All Chevrolets now carried Manual-shift cars held a Thrift-King six-cylinder engine, delivering horsepower on 7. Both had full-pressure lubrication. Powerglide gained a new automatic starting range for true two-speed operation, making it better able to deliver the promised "breath-taking acceleration from a standing start" as well as swift pickup for passing. Power steering was newly optional on all models, but it cost exactly as much as automatic -- one reason why it took a while to gain acceptance. As the model year ended, Chevrolet had moved more than 1. The Chevrolet Two-Ten four door was the year's best-selling Chevrolet. As city dwellers gravitated from cramped apartments to ranch houses in the growing suburbs, a stripped-down vehicle seemed increasingly out of place. Like several other American automakers, Chevrolet had an answer for these social shifts. The Bel Air -- which was formerly offered only as a hardtop coupe -- now became a full four-model top-line series, easily identified by their unique two-toned spears on the rear fenders. In addition to the two-door hardtop, now called a Sport Coupe, the series included a convertible and two- and four-door sedans. A Sport Coupe and convertible were also included in the Two-Ten lineup, but neither body style would last beyond this year in mid-range form. Like its less-costly mates, Bel Airs had a clean new dashboard but wore more lavish trim and heavy chrome. New center-fold seatbacks swung in toward the center, allowing more room for entering and leaving the front seat. Crank-type regulators, similar to those that rolled windows up and down, now operated the front ventipanes. Chevrolet asserted that the Bel Air stood "in a class all its own," and plenty of customers agreed. A total of , were produced, including nearly a hundred thousand alluring Sport Coupes and better than 24, convertibles. Bel Airs thus accounted for more than 38 percent of total sales, pleasing dealers who'd wondered whether a line of upmarket Chevrolets really would catch on. Sure, Two-Tens sold better yet, but the One-Fifty series trailed its more glamorous siblings by a wide margin. The Chevrolet Bel Air Coupe boasted a horsepower standard engine. The Chevrolet sedan remained Chevy's best-selling mid-level car. The Chevrolet Special, Chevrolet DeLuxe and Chevrolet Delray all featured modest touch-ups that gave them a slightly sharper edge, with revised styling at both the front and rear. New bumpers extended farther around the fenders, taillights wore surrounding brightwork, and a reworked vertical-tooth grille flared neatly into oval parking lights, below fluted headlight rings. The series shrunk considerably, losing its hardtop coupe and convertible but adding a Del Ray club coupe. A new Blue Flame engine went into Powerglide-equipped cars, delivering horsepower -- 10 more than before. The manual-shift's engine got a boost to horses. A new muffler , said the sales brochure, "hushes engine sounds to a whisper. Fresh vinyl and fabric interiors harmonized with new "fashion fiesta" body colors. Green-tinted E-Z-Eye glass was optional on all Chevys. The Chevrolet Bel Air series, like this convertible, remained top sellers. The Chevrolet Bel Air again had a contrasting color panel on rear fenders, which matched the roof colors of two-tone paint jobs. Production of the five-model Chevrolet Bel Air lineup approached that of the less-expensive series, now offered in only four body styles. Dramatically upgraded interiors were finished in twin-hued blends of cloth and vinyl, bringing unheard-of style inside moderately priced automobiles. The Bel Air line now included an eight-passenger Townsman wagon, which still carried vestiges of woodgraining on its steel body panels. Sport Coupes and convertibles were now offered only in Bel Air form, but ragtop production dropped below 20, cars. Clearly, hardtops were gaining steadily in popularity over true convertibles as a result of their all-weather coziness. The millionth Chevrolet was built on December 28, , but for the model year, production dropped a little behind Ford's -- an uncomfortable position for the automaker that claimed to offer "America's favorite car. The Chevrolet Bel Air convertible was, and is, a highly coveted automobile. When the Chevrolet Bel Air arrived, Chevrolet enjoyed an all-new image practically overnight. Rather than a car driven mainly by dads and aunts, the sensationally redesigned "Motoramic" models quickly gained a reputation as "The Hot Ones. In this landmark year, Chevy finally had a bold response to Ford in the performance battle: a lively cubic inch V-8 that would nurture a whole generation of muscular engines. Better yet, that V-8 was slipped into a fresh, contemporary body sporting a rakish beltline dip and a Ferrari -inspired grille. Chief engineer Edward N. Cole earned credit for Chevrolet's first V-8 in 35 years. Simple in construction and economical to build, the cubic inch Turbo-Fire was a model of efficiency. Instead of common rocker shafts, for instance, the short-stroke V-8 used independent rocker arms, each retained by a fulcrum ball and lock nut. That meant less reciprocating weight and greater rev potential. In basic trim, the V-8 delivered horsepower , but an optional Plus-Power Package with dual exhausts hiked output to horsepower. Even a sedan, it continued, "looks as young as you feel behind the wheel. Whatever the body style, ads called

Bel Air a "blue-ribbon beauty that's stealing the thunder from the high-priced cars. A new Bel Air Beauville four-door station wagon ended the season with triple the sales of a comparable '54 wagon. Those who liked their Bel Airs loaded could order everything from Touch-Down overdrive and Air Temp air conditioning to power steering and brakes, electric windows , Continental kit, and a power seat. A convertible paced the Indianapolis race, piloted by general manager Thomas H. Keating, and a gold-trimmed hardtop rolled off the line as the millionth car built by General Motors. The Chevrolet Bel Air Nomad merged station wagon utility with hardtop style. The Chevrolet Bel Air Nomad was in a class all its own. No other station wagon has ever achieved the near-classic status granted to Chevrolet's glorious Nomad -- or come close. Even Pontiac's similarly shaped Safari never matched a Nomad's style and flair. Because hardtops accounted for nearly one-fifth of the market and wagons nearly 15 percent, logic dictated a marriage of the two. Nomad began as a popular Corvette -based dream car at the GM Motorama. Blending the posh airiness of a hardtop with a wagon's practical virtues, the production Nomad debuted in February Rakish is the only way to describe the Nomad, with its hardtop door- glass framing and sloping rear quarters that paralleled the angle of the wide B-pillars. Styling touches included a fluted roof, wraparound rear side glass, and rear-wheel cutouts. From the cowl back, Nomads shared little sheetmetal with other Chevrolets, except for the basic floorpan. Doors differed, because Nomads lacked a beltline dip, and quarter panels were unique due to the wheel cutouts. A special interior featured waffle-rib upholstery. Though handsome, the glassy greenhouse made the car hot on sunny days, air circulation wasn't top-notch, and tailgates leaked rain. The flashy Chevrolet Bel Air Nomad was outsold by less ostentatious wagons. The Chevrolet Two-Ten continued to prove the popularity of mid-level sedans. When the Chevrolet , Chevrolet and Chevrolet Delray arrived, dealers had plenty to be enthused about. Not only were these Chevys longer, lower, and wider, but their "New Look" body was remarkably free of chrome excess -- a growing affliction of the Fifties. Chevrolets featured a Sweep Sight wraparound windshield and jaunty beltline dip, both inspired by limited-edition GM cars. Drivers faced new Swing-Type brake and clutch pedals and an "airliner look" twin-cove instrument panel with central glovebox. Bel Airs garnered the attention, but the half-dozen mid-range Two-Tens sold almost as well, and the bare-bones One-Fifty series had its own following. A Two-Ten sedan was the most popular two-door model, and the four-door wasn't far behind its Bel Air cousin. In addition to the Two-Ten hardtop coupe, Chevy issued a Delray Club Coupe -- similar to the two-door sedan but more alluring inside. Any model might have a horsepower Super Turbo-Fire V-8, a horsepower Turbo-Fire, or the familiar Blue Flame six, now rated at or horsepower. Billed as "red-hot hill-flatteners," the V-8 sedans were "setting the drag strips on fire," according to ads. Chevrolet easily beat Ford in sales during a year that saw records set throughout the automobile industry. This Chevrolet One-Fifty police sedan showcases the versatility of the line. The Chevrolet sedan's two-tone paint emphasized its clean lines. Four Chevrolet models and eight Chevrolet s went on sale that model year, including a pair of pillar-less hardtops: a two-door Sport Coupe and new four-door Sport Sedan. A nine-passenger Beauville station wagon joined the lineup, giving Chevrolet a total of six suburban haulers. The Delray coupe returned, too, rounding out the selection. Even a looks-tame sedan promised "quick and nimble ways," with up to horsepower available from a cubic-inch V-8 carrying twin four-barrel carbs -- the same engine as offered in the Corvette. A chrome "V" on the hood revealed the presence of V-8 power, starting with the basic horsepower version. Inside, dashboards repeated the symmetrical look from ' In each series, proclaimed the sales brochure, "fine-car quality has been delightfully blended with heart-stirring, high-stepping performance. Not even the venerable six was forgotten, earning a boost to horsepower. Ads promoted "frisky new power This Chevrolet sedan shows off the optional Continental body kit. The Chevrolet Bel Air was the first of many Chevrolets to receive a face-lift. This gave Chevrolets a more conventional full-width grille, pleasing those customers who didn't favor the Ferrari -inspired '55 front end. Distinctive two-tone bodyside treatments on Bel Airs imparted a look of motion -- even when standing still. Graceful front and rear wheel openings completed the "speedline" restyling. Single housings incorporated the taillight, stoplight, and backup light, and the left one held the gas filler -- an idea popularized on Cadillacs. Among the seven Bel Air models was a new Sport Sedan, a pillarless four-door hardtop that looked handsome with all the windows rolled down and allowed easy entry into the back seat. Production exceeded ,, compared to , two-door hardtops. Only 7, were built. Seatbelts , shoulder harnesses, and a padded dashboard were available, and full-size cars could even get the hot Corvette horsepower engine. The Chevrolet Bel Air convertible sold well despite the popularity of hardtops. The Chevrolet Bel-Air epitomized the newly-facelifted Chevy line and led the way for the '57 Chevy to become one of American's most memorable cars. What's hard to believe is that so many shoppers shunned Chevrolets back then, turning instead to restyled Fords. Chevy trailed Ford in model-year output

by , cars, as Plymouth rose to number three. Not until years later was the '57 recognized by many as the sharpest Chevy of the decade -- best looking of the "classic" era, if not the make's full life span -- as well as an engineering marvel. Sure, the basic design was getting a little dated, but masterful reworking cleverly concealed the car's origins, making it look almost brand-new. Riding new inch rubber, Chevrolets stood 2. Twin lance-shaped windsplits down the hood substituted for the customary ornament. Modest, if sharp, fins brought up the rear -- a mere hint of things to come. Bel Airs came in seven models, wearing anodized aluminum trim panels on their rear bodysides. In pastel shades, such as turquoise and white, a '57 convertible or Sport Coupe is enough to send shivers through many an enthusiast today, especially when it's loaded with factory extras. Nomad again was the costliest Bel Air, with just 6, built -- far below the , Sport Coupes and 47, ragtops. For every Nomad, more than four times as many Bel Air Townsman four-door wagons were purchased. The best-selling Bel Air was a practical pillared four-door sedan. Under the hood, customers could get anything from the long-lived six or cubic-inch V-8, to half a dozen interpretations of the enlarged cubic-inch engine. It seemed only fitting that Ed Cole, who'd been responsible for the original V-8 and its offshoots, now served as Chevrolet's general manager. Continuing a trend, the Chevrolet sold almost as well as the Bel Air. In one of the ironies that make automotive history fascinating, Chevrolet used the "1 USA" logo in ads for the first time in -- a model year when Ford finished in the number one position. Chevy seemed to have it all -- gorgeous body, startling selection of V-8 engines , even a new transmission choice -- but scads of shoppers ordered Fords. Those who did buy liked Bel Airs best, despite their higher prices, but the eight-model series sold almost as well. Less than a hundred dollars separated the Sport Sedan and Sport Coupe from their upscale mates, and Bel Airs trounced their mid-range counterparts when the totals were tallied. Obviously, most people who wanted a sharp car were willing to pay a little extra to get the best Chevy had to offer. However, a special run of fuelie two-doors was prepped for Daytona Speed Weeks. Plenty of Chevys made do with the horsepower six, but V-8 choices stretched all the way from to horsepower. Powerglide remained available, but triple-turbine Turboglide vowed to perform "without the slightest hint of a shift. Inside, an all-new dashboard abandoned the symmetrical layout. Popular factory accessories included everything from air conditioning and a power antenna to Autronic Eye headlamp control, seatbelts , Continental kit -- and a "Kool Kooshion" ventilated seat pad. The modest Chevrolet offered optional fuel-injection for extra kick. The entry-level Chevrolet Delray still offered style to spare. The Chevrolet Bel Air, Chevrolet Delray and Chevrolet Biscayne actually were better as well as bigger, if leaning more toward luxury than roadability. Quad headlights followed yet another fashion. The "low, thrusting silhouette" was nine inches longer and five inches lower, on a wheelbase stretched 2. As might be expected, the '58s were also heavier -- by to pounds. Nomads were now ordinary four-doors, so the only two-door wagon was the bottom-line Yeoman. Shoppers had five wagons to choose from. Enlarged liftgates hinged into the roof and raised out of the way. Sedans featured slim door-pillar styling, and even a Delray wore plenty of brightwork. Newly optional Level-Air suspension was patterned after Cadillac 's, with a rubber bellows at each wheel. Expensive and unreliable, it proved a short-lived fad. For the first time, full-size cars could have a bigger, more potent engine than Corvettes. A low-budget Delray might carry the top cubic inch big-block, or even a fuelie. Styling cycles normally went three years, but the tasteful '58 body lasted only one season. The Chevrolet Delray featured dual exhausts and twin taillights. The Chevrolet Biscayne sedan featured wing-like fins and a long wheelbase. Chevy's sales brochure for models, including the Chevrolet Bel Air and Chevrolet Biscayne, said it simply: "all new all over again. Thinner doors helped deliver five extra inches of interior space. Wide horizontal "nostrils" up front held the parking lights. Thin windshield and ultra-slim raked C-pillars freed hardtop bodies of blind spots. Compound-curve, wraparound windshields grew in size, boosting visibility. The Delray series disappeared, replaced by Biscayne, promoted as "beauty on a budget. Bel Airs sold best, followed by Impalas. Station wagons came in four series. Engines were unchanged, as the " horsepower race" eased for the moment. Choices ranged from the new horsepower Hi-Thrift cubic inch six through a selection of and cubic inch V-8s. A fuel-injected rendition of the again developed horsepower, while the top provided More than one-third of this year's cars carried six-cylinder engines. Five transmissions were available: Turboglide, Powerglide, four-speed, three-speed, or overdrive. Chevrolet ended the model year in the top spot again but led Ford by only a tiny margin this time. The Chevrolet Bel Air also sported fins and a new wraparound windshield. The Chevrolet Bel Air and Chevrolet Biscayne didn't sell as strongly as the lavishly outfitted Impala , but they nonetheless continued to attract a following of their own. Actually, not everyone coveted the Impala's extra helping of brightwork. In addition to the ample selection of V-8s, many Chevrolets held the venerable Blue Flame six, still chugging out horsepower. In addition to the pair of hardtops, the Bel Air series included two- and four-door

sedans. Biscaynes came only in sedan form. Four wagon lines were marketed: luxury Nomad, economical two- or four-door Brookwood, four-door Parkwood, and nine-passenger Kingswood. Not counting wagons, about , Bel Airs were built, versus , Biscaynes -- and close to half a million Impalas. Obviously, Americans still leaned toward luxury, whenever pocketbooks could withstand the assault. In any series, those wild rear ends -- starting off as popular, then derided as gauche -- don't look half bad today. The Chevrolet Bel Air 4-door sedan was toned down from previous versions. Though far from compact, the totally redesigned Chevrolets -- a tad shorter and narrower, but roomier than ever with their widened door openings -- were called "parkable." Freshly sloped A-pillars nearly eliminated the annoying "dogleg" below the windshield. Final vestiges of tailfins disappeared. The '61s were also claimed to have "the most quiet, vibration-dampened, relaxing ride you've ever tried," assisted in that quest by the rugged X-built Safety-Girder frame. An easy-to-reach instrument console placed everything, including the glovebox, ahead of the driver. Seats were higher, but trunk sills sat lower, extending full width for easier luggage loading. Billed as "America's most popular model," the Bel Air assortment included both a hardtop Sport Coupe and a Sport Sedan, along with pillared sedans. Low-budget Biscayne sedans sold the slowest, as usual. Six station wagons rounded out the lineup. Model-year output totaled , Bel Airs, , Biscaynes, and , wagons. Chevy promoted 24 power teams, centered on five transmissions. Outputs for the cubic inch big-block V-8 ranged from to horsepower with , , and horse versions listed as "special order" options while the cubic inch V-8 delivered either or horsepower. Even the Chevrolet Bel Air two-door Sedan shed its fins for The Chevrolet Bel Air nameplate came to represent the middle-line breadwinner among Chevy's full-size models, but as this article demonstrates, it didn't begin that way. This car was actually near the pinnacle of that year's Chevy offerings and was in fact Chevy's first hardtop car. Classic Cars Image Gallery. Muscle Cars : Look back at tire-smoking Chevys and scores of other machines from the golden age of American high performance. Sports Cars : Discover the pleasure of sports motoring at its purest in these captivating articles on the best sports cars from around the world. Consumer Guide Automotive: Here's your source for news, reviews, prices, fuel-economy and safety information on today's cars, minivans, SUVs, and pickups. Check out these reports, which include safety recalls and trouble spots. The new Chevrolet Bel was Chevrolet's first hardtop and the pioneer pillarless coupe in the low-priced market. Buick, Cadillac, and Oldsmobile turned out sumptuous "hardtop convertibles" in , but neither Chrysler nor Ford had one on the market. The Chevrolet Styleline and Fleetline looked softer and rounder, though little changed in overall contour. The softer and rounder look was credited to a smooth new "Fashion-Front" grille and integrated "Reflector-Guard" taillights. Parking lights moved to the outer edges of the grille molding to yield a wider, more substantial appearance. The Chevrolet Bel Air rose to meet the challenge posed by the changing tastes of American auto buyers. Instead of mere transportation, increasingly affluent families sought cars that reflected their upscale lifestyles. Both the and lineups included six-passenger Handyman station wagons. For more picture-packed articles about Chevys and other great cars, see: Classic Cars : Learn about more than of the world's finest classic and collectible automobiles. Related Content " ". Chevrolet Chevette. How Chevrolet Works. How a Concours d'Elegance Works. The Chevrolet Bel Air, like this sedan, came to symbolize big-Chevy value. Weight range lbs. Price range new. Number built. HJ Styleline Special. HJ Fleetline Special. HJ Styleline DeLuxe. HK DeLuxe Fleetline. Weight lbs. Price new. JJ Styleline Special. JJ Fleetline Special. JK Styleline DeLuxe. JK Fleetline DeLuxe. KJ Styleline Special. KK Styleline DeLuxe. KK Fleetline DeLuxe. The Chevrolet Bel Air four-door Sedan was toned down from previous years. Biscayne Fleetmaster. Station Wagon. Shop online for Automotive Accessories at BizRate. The GT Performance marque will continue this fine tradition in the true spirit of performance products. High quality durable product made in the USA All graphics are subsurface and will not rub or wear off Polymer resin construction reduces the extremes of heat and cold that are associated with aluminum and steel shift knobs Solid brass threads and Made in the USA Everything is made from top quality raw materials like aerospace-grade T6 Aluminum or stainless steel. It is crafted from solid T6 aircraft aluminum Easy to install Customizes your vehicle Includes an installation instruction manual Made in USA more. Chevy more. Superb show quality die cast reproduction for true fitment and style GM licensed reproduction of the original front grill emblem For use on various Chevy models such as Caprice, Bel-Air and Impala Polished Chevrolet script letters with Replaces existing original equipment manufacturer OEM emblem Made of solid stainless steel Stainless steel hardware and 3m automotive tape included Front emblem only Gunmetal finish more. 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